

ORDER



KSDK

Orders
Order / Rev: 721889
Alt Order #: 06370533
Product Desc: HAINE FOR SENATE
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Dudley Media/ POL
Buying Contact:
Billing Contact:
 919 Catharine Street
 Philadelphia, PA 19147

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Haine,B/ D/ IL State Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	89	\$88,130.00	\$74,910.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	89	\$88,130.00	\$74,910.50	0.00
Totals	89	\$88,130.00	\$74,910.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	11/05/12	11/06/12	M-F 4-5A 4-5A	CM	4-5A	MT-----	:30	2	\$35.00	P-2	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		2			\$35.00		0.00				
E 2	KSDK	10/30/12	11/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-TWTF--	:30	4	\$825.00	P-2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		4			\$825.00		0.00				
E 3	KSDK	11/05/12	11/06/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MT-----	:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		2			\$825.00		0.00				
E 4	KSDK	10/30/12	11/02/12	M-F 5-6A 5-6a	CM	5-6A	-TWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		4			\$450.00		0.00				
E 5	KSDK	11/05/12	11/06/12	M-F 5-6A 5-6a	CM	5-6A	MT-----	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		3			\$450.00		0.00				
E 6	KSDK	10/30/12	11/02/12	M-F 6-7A 6-7a	CM	6-7A	-TWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		4			\$900.00		0.00				

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 Alt Order #: 06370533
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Haine,B/ D/ IL State Senate
 Product Desc: HAINE FOR SENATE
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KSDK	11/05/12	11/06/12	M-F 6-7A 6-7a	CM	6-7A	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$900.00		0.00			
E 8	KSDK	10/30/12	11/02/12	M-F Noon News Noon News	CM	12-1230p	-TWTF--	:30	4	\$525.00	P-2	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$525.00		0.00			
E 9	KSDK	11/05/12	11/05/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$525.00		0.00			
E 10	KSDK	10/30/12	11/02/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	-TWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$450.00		0.00			
E 11	KSDK	11/05/12	11/05/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p (12:30 PM-1:00 PM)	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$450.00		0.00			
E 12	KSDK	10/30/12	11/02/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	-TWTF--	:30	4	\$560.00	P-2	0.00	NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$560.00		0.00			
E 13	KSDK	11/05/12	11/06/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MT-----	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$560.00		0.00			
E 14	KSDK	11/01/12	11/02/12	Days of Our Lives Days of Our Lives	CM	1-2P	---TF--	:30	2	\$675.00	P-2	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$675.00		0.00			
E 15	KSDK	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	1-2P	M-----	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$675.00		0.00			
E 16	KSDK	10/30/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5p	-TWTF--	:30	4	\$825.00	P-2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$825.00		0.00			
E 17	KSDK	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$825.00		0.00			
E 18	KSDK	10/30/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	-TWTF--	:30	4	\$560.00	P-2	0.00	NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$560.00		0.00			
E 19	KSDK	11/05/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$560.00		0.00			
E 20	KSDK	11/04/12	11/04/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,050.00		0.00			
E 21	KSDK	11/03/12	11/03/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Haine,B/ D/ IL State Senate
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSDK	11/03/12	11/03/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,050.00		0.00			
E 22	KSDK	10/30/12	11/02/12	M-F 4P News News 5 at Four	CM	4-430P	-TWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$750.00		0.00			
E 23	KSDK	11/05/12	11/05/12	M-F 4P News News 5 at Four	CM	4-430P	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$750.00		0.00			
E 24	KSDK	10/31/12	11/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--WTF--	:30	3	\$1,875.00	P-2	0.00	NM	3	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$1,875.00		0.00			
E 25	KSDK	11/05/12	11/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,875.00		0.00			
E 26	KSDK	10/30/12	11/01/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-TWT---	:30	3	\$2,025.00	P-2	0.00	NM	3	\$6,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWT---		3				\$2,025.00		0.00			
E 27	KSDK	11/05/12	11/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$2,025.00		0.00			
E 28	KSDK	11/03/12	11/03/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$600.00		0.00			
E 29	KSDK	10/30/12	11/02/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-TWTF--	:30	4	\$1,950.00	P-2	0.00	NM	4	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$1,950.00		0.00			
E 30	KSDK	11/05/12	11/05/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,950.00		0.00			
E 31	KSDK	11/03/12	11/03/12	Sat Prime C Law & Order: SVU	CM	9-10P (9:00 PM-10:00 PM)	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$900.00		0.00			
E 32	KSDK	10/31/12	10/31/12	Wed Prime C Chicago Fire	CM	9-10P	--W----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$2,400.00		0.00			
E 33	KSDK	11/05/12	11/05/12	Mon Prime Other The Voice	CM	7-9p (7:00 PM-9:00 PM)	M-----	:30	1	\$5,250.00	P-2	0.00	NM	1	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$5,250.00		0.00			
E 34	KSDK	11/04/12	11/04/12	NFL Pregame Show NFL Pregame Show	CM	Various (6:00 PM-7:15 PM)	-----S	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$2,250.00		0.00			
E 35	KSDK	10/30/12	11/02/12	Tonight Show Tonight Show	CM	1035-1137p	-TWTF--	:30	4	\$675.00	P-2	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 35	KSDK	10/30/12	11/02/12	Tonight Show Tonight Show	CM	1035-1137p	- TWTF - -	:30	4	\$675.00	P-2	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		4				\$675.00		0.00			
E 36	KSDK	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035-1137p	M- - - - -	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$675.00		0.00			
E 37	KSDK	10/30/12	11/01/12	LN (M-F) LN (M-F)	CM	10-1035p	- T- T- - -	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- T- T- - -		2				\$2,250.00		0.00			
E 38	KSDK	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	10-1035p	M- - - - -	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$2,250.00		0.00			
E 39	KSDK	11/04/12	11/04/12	Post NFL News Post NFL Late News	CM	Various	- - - - - S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$1,350.00		0.00			
E 40	KSDK	11/03/12	11/03/12	Sat 6-7A Sat 6-7A	CM	6-7A	- - - - - S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$375.00		0.00			
E 41	KSDK	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	7-8A	- - - - - S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$750.00		0.00			
E 42	KSDK	11/03/12	11/03/12	Sat 9a Sat 9-10a	CM	9-10A	- - - - - S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$750.00		0.00			
E 43	KSDK	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	- - - - - S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$750.00		0.00			
E 44	KSDK	11/04/12	11/04/12	Sun 9a Sun 9-10a	CM	9-10A	- - - - - S	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$675.00		0.00			
Totals													89	\$88,130.00	